

Fashion Calendar 1948

Nov
1,
1948

JANUARY

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FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK ENDING FRIDAY, OCTOBER 29, 1948

Friday Oct. 29 4:00 P.M.- 6:00 P.M. Cocktails	FIRST PRESS SHOWING OF SPRING ORIGINALS Original coats, suits and dresses by Callot Soeurs of Paris will be presented to the press. Hats by Suzanne Milan. Introduction of Dieu du Jour Perfume. Attendance by invitation. Publ.: Mary Marsh, MU. 5-6280.	CALLOT SOEURS OF PARIS (72 EAST 56TH STREET)	HOTEL BILTMORE MUSIC ROOM
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Friday Oct. 29- Nov. 4	OPENING OF FOGA SPRING LINES The following members of the FOGA will present their Spring lines: <u>FRIDAY, OCTOBER 29</u> Samuel Kass Gowns, Inc. <u>MONDAY, NOVEMBER 1</u> C.H.D. Robbins Co. Martin Simon, Inc. Hannah Troy, Inc. <u>THURSDAY, NOVEMBER 4</u> Hansen Bang, Inc. William Bass Dress Co. Ed Gerrick, Inc. Joseph Halpert, Inc. Morris & Marcus Parnis-Livingston, Inc. Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA <u>MONDAY, NOVEMBER 8</u> Deitsch, Wersba & Coppola, Inc. Herbert Sondheim, Inc. <u>TUESDAY, NOVEMBER 9</u> Fox-Brownie, Inc. Suzanne-Augustine, Inc. <u>WEDNESDAY, NOVEMBER 10</u> Mary Lee, Inc. Ben Reig, Inc.	INDIVIDUAL NEW YORK SHOWROOMS
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Friday Oct. 29- Nov. 6	ELECTION FASHIONS EXHIBITION Three-fold display of women with the ballot--first women voters in Wyoming, 1869, and New York, 1917, in costumes and accessories from the Traphagen School's museum collection; and the woman voter at the polls today dressed in 1948 fashions. Open to public. Closed Election Day. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
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Saturday Oct. 30 11:00 A.M.	JUNIOR ACHIEVEMENT FASHION PRESENTATION Gimbels will present a co-ed teen-age showing of fashions to "Dress for the Occasion". There will be an audience participation program and observance of Junior Achievement County Fair week in connection with the celebration of this week throughout the country. (Junior Achievement is a non-profit national organization developing and expanding a spare time educational program to give teenage youth experience in working in the business world.) Open to public. Publicity: Terry Mayer, LO. 5-1500.	GIMBELS	5TH FLOOR TEEN WORLD
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Oct. 31 HALLOWE'EN (Sunday).

Oct. 31 GIRL SCOUT WEEK (Oct. 31--Nov. 6).

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, NOVEMBER 1, 1948</u>			
Monday Nov. 1-	TWENTY-FIFTH ANNUAL WOMEN'S EXPOSITION	WOMEN'S INTERNATIONAL EXPOSITION	71ST REG. ARMORY 34TH & PARK AVENUE
Nov. 7 12:00 Noon 11:00 P.M.	The Silver Jubilee of the Women's Int'l. Exposition will include cultural, educational and industrial activities. "Where to Go, What to See, and What to Wear" will be illustrated by a Bond Fifth Avenue Fashion Show on Tues., Nov. 2 at 4:00 P.M.; and Sat., Nov. 6 at 7:15 P.M. Admission to Exposition: 50¢ plus tax. Publicity: Aileen Fogarty, PL. 9-4765.		
Monday Nov. 1 12:30 P.M. Luncheon	BENEFIT LUNCHEON AND FASHION SHOW	SYDELL (666 FIFTH AVE.)	WALDORF-ASTORIA WEDGWOOD ROOM
	Sydell will present her collection of original Fall and Winter custom-made suits, dresses and evening gowns, concluding with a bridal procession. Show at 3:00 P.M. For benefit of Federation for European Relief. For tickets, contact: LE. 2-3780. Sydell contact: PL. 8-0892.		
Monday Nov. 1 7:30 P.M.- 9:30 P.M.	FIFTH SESSION: FASHION TRAINING COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	BEEKMAN TOWER HOTEL 3 MITCHELL PLACE
	Subject: "Coordination--Store, Buying Office, Fashion Research." Speakers: Madelyn Coe, J.L. Hudson Co., Detroit; Vee Rafdal, Associated Merchandising Corp.; Bertha Korbholz, Institute of Fashion Research, Inc. Tuition fee for the series: \$15.00; or \$2.00 for each individual lecture. Contact: The Fashion Group, Inc., CI. 7-3940.		
Beginning Monday Nov. 1	OPENING OF SPRING GLOVE COLLECTION	ARIS GLOVES, INC.	411 FIFTH AVENUE SHOWROOM
	Showing of Spring fabric and leather gloves by Aris, both American-made and imports from Paris. For appointment contact: Ann R. Silver Associates, MU. 7-8654.		
Week of Nov. 1	MAIN SPRING OPENINGS GUILD SHOE LINES	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
	The shoes to be featured at this opening are: Spring shoes in country, town, afternoon and dinner types with attention to shoe wardrobe. The member firms of The Guild of Better Shoe Manufacturers are: Beleganti, Inc.; Fox Shoe Mfg. Corp.; Jerro Brothers; Mackey-Starr, Inc.; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft); Setroy, Inc. (Seymour Troy); M. Wolf Sons, Inc. (Loupine); Morris Wolock & Co.; Zuckerman & Fox, Inc. Contact: Kate G. Kamen, Exec. Secy., RE. 4-4888.		
Nov. 1	AMERICAN ART WEEK (Nov. 1 -- Nov. 7).		
Nov. 2	ELECTION DAY (Tuesday).		
Nov. 2	NO LUNCHEON FASHION SHOW AT THE RITZ CARLTON HOTEL (ELECTION DAY).		
Tuesday Nov. 2- Nov. 9	SIXTIETH NATIONAL HORSE SHOW AT MADISON SQUARE GARDEN Eight evening and eight matinee performances of the 60th National Horse Show at Madison Square Garden, with daily performances at 2:00 P.M. and 7:45 P.M. Prices, including tax: \$1:00 to \$6.00 for the first three (Nov. 2 - Nov. 4) and the last three evenings (Nov. 7 - Nov. 9); and \$1.50 to \$6.00 for Fri. and Sat. evenings (Nov. 5 & Nov. 6). Matinee prices for the entire 8 days: \$1.50 to \$3.00. Publicity: Elser & Cothran, MU. 7-7837.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Nov. 2	RESORT AND SPRING OPENING FOR TRADE Maria Krum will present her Spring and Resort Collection of Trotteurs and dinner and evening costumes at 10:30 A.M. and 2:30 P.M. on Tuesday, Nov. 2; daily thereafter by appointment. Contact: Helen Wall, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SHOWROOM
Wednesday Nov. 3 10:00 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS First press showing by Willi. of his 1949 Spring coat and suit collection. Attendance by invitation only. Contact: Marie Lerner, CH. 4-8570.	WILL NEMEROV	500 SEVENTH AVENUE SHOWROOM
Wednesday Nov. 3 12:00 Noon Luncheon	NEEDLEPOINT IN FASHION AT LUNCHEON SHOW Luncheon showing of the use of needlepoint in fashion. Attendance by invitation only. Contact: Mrs. Dee Bass, MU. 3-0844.	J. JOLLES STUDIOS, INC. (33 EAST 33RD STREET)	HAMPSHIRE HOUSE COTTAGE
Wednesday Nov. 3 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Mary Black of London will present her fashions during luncheon. For benefit of Tree Planting Division of the Park Ass'n of N.Y. Press by invitation. Public by reservation; contact, "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	MARY BLACK OF LONDON	HOTEL PIERRE COTILLION ROOM
Cancelled Nov. 3	THE GEORG JENSEN LUNCHEON FASHION SHOW ORIGINALLY SCHEDULED FOR WEDNESDAY, NOV. 3 AT 1:00 P.M. AT THE WALDORF-ASTORIA HAS BEEN CANCELLED.		
Wednesday Nov. 3 3:00 P.M.	PREMIERE SHOWING OF CUSTOM-MADE CLOTHES Lilly Dache will present a Premiere Showing for the press of her custom-made fashions. By invitation only. Publicity: Eleanor Lambert, PL.5-8580.	LILLY DACHE	78 EAST 56TH STREET SALON
Wednesday Nov. 3 4:00 P.M.	PRESS SHOWING OF SPRING COLLECTION Norbert Jay will present his Spring Collection to the press. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.	NORBERT JAY, INC.	15 EAST 53RD STREET SALON
Wednesday Nov. 3 4:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF HAND-WOVEN SILKS FROM SIAM Presentation of Thaibok Fabrics, pure silk hand-woven textiles produced for Burwell Allen & Co. in various provinces of Siam. Trade showings from 10:00 A.M. to 12:00 Noon and press showings from 4:00 P.M. to 7:00 P.M. These fabrics are available for the first time in America. Attendance by invitation only. Publicity: Florence Brobeck, GR. 3-4119.	BURWELL ALLEN & CO. (39 EAST 61ST ST.)	HOTEL PIERRE SUITE 4 (2ND FLOOR)
Wednesday Nov. 3 4:30 P.M.	PRESS SHOWING OF SOPHIE MILLINERY Preview of Sophie Millinery designed by Otto Lucas. Attendance by invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	HOTEL PLAZA PRIVATE SUITE (LUCAS)
Thursday Nov. 4 9:45 A.M. Breakfast	"AIR HAPPY FASHIONS" FOR TRAVEL AND RESORT "Air Happy Fashions" will be presented by Lane Bryant showing a collection of travel and resort wear for the larger sizes in chubby, miss and women's styles. Attendance by invitation only. Publicity: Paula Miller, LE. 2-0200, Ext. 340.	LANE BRYANT	PARK AVENUE THEATRE 487 PARK AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 4 10:30 A.M.	PRESS PREVIEW: SPRING AND SUMMER COLLECTION Louise Barnes Gallagher will present her Spring and Summer collection to the press. By invitation only. Publicity: Nona James, VO. 5-3440.	LOUISE BARNES GALLAGHER	37 WEST 47TH STREET SALON
Thursday Nov. 4 11:00 A.M.	PRESS PREVIEW OF "TALL GIRLS SHOP" Gimbels will present coats, suits, dresses, skirts and slacks in their new department, the "Tall Girls Shop", for the girl who is 5'7" and over. (Note change of time). Attendance by invitation. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR
Thursday Nov. 4 12:15 P.M. Luncheon	ACCESSORIES GROUP LUNCHEON MEETING Forecast of Resort Accessory news with a fashion show by the following six magazines; "Good Housekeeping", "Holiday", "Ladies Home Journal", "Harper's Bazaar", "Madmoiselle", and "Vogue". News report and commen- tary by Betty Held, chmn. of Accessories Division. Price (including tax and tip): \$4.00 for members, \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Nov. 4 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Presentation of Ritter Original "Symphony Fur Fashions" at a luncheon show. Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Ritter Publicity: Claire A. Wolff, LO. 4-7230. November and December Fashion Shows at The Plaza on Thursdays are being handled by Mary Alice Rice, CI. 6-1790.	RITTER BROTHERS	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 4 3:30 P.M.	PRESS SHOWING OF "FASHIONS IN FIGURES" Flexees will present "Fashions in Figures" for Spring 1949, at a special press showing of brassieres, girdles and combinations. Showing promptly at 4:00 P.M. By invitation only. Publicity: Veronique Hall, PL. 7-6300.	FLEXEES	417 FIFTH AVENUE SHOWROOM
Thursday Nov. 4 4:00 P.M.	AMERICAN FASHION CRITICS' AWARD Coty will present the sixth annual American Fashion Critics' Award to four outstanding fashion designers. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	COTY, INC.	GRACIE MANSION 86TH ST. & EAST RIVER
Thursday Nov. 4 8:00 P.M.- 8:30 P.M.	"THE FASHION STORY"-- NEW TELEVISION SHOW Premiere of a new half-hour television show, "The Fashion Story", pre- sented fashions and accessories and starring Marilyn Day who plays a lead in the Broadway musical "Small Wonder". Each show in the thirteen week series will present a backstage view of the fashion world and fashions from a group of cooperating manufacturers including: Dan River Textile Mills, David Crystal Dresses, Conmar Zippers, C.H.D. Robbins, Elizabeth Ames, perfume atomizer manufacturers, and Associated Lace Corporation. Fashion Director: Billie Gould, MU. 8-3323.	JOHN NASHT & ASSOC.; & STATION WJZ-TV	7 WEST 66TH STREET (CHANNEL 7)
Nov. 5	HORSE SHOW BALL AT WALDORF-ASTORIA (Friday).		
Nov. 7	OPENING OF SPRING LINE IN SAN FRANCISCO.		

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Monday Nov. 8- Nov. 12 9:00 A.M.- 11:00 A.M. Breakfast	SPRING LINE OF MERRY-GO-ROUND BRAS Peter Pan Foundations, Inc., will show the Spring line of Merry-Go-Round Bras to the press and out-of-town buyers. Advanced Spring fashions by leading designers will be featured with coordinated bras. Daily showings promptly at 10:30 A.M. Publicity: Ruth Hammer Assoc., EL. 5-6043.	PETER PAN FOUNDATIONS	312 FIFTH AVENUE SHOWROOM
Monday Nov. 8- Nov. 11 11:00 A.M.- 4:00 P.M.	DAILY SHOWINGS OF SPRING BRASSIERES The Quest-Shon Mark Brassiere Co. will present a daily fashion show at 1:00 P.M. showing the proper type of bras to wear with formal or sports apparel. Contact: Betty Coy, WL. 7-0195.	QUEST-SHON MARK BRASSIERE CO.	HOTEL McALPIN CRYSTAL ROOM
Monday Nov. 8 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Furs by Maximilian, with fashions by Fira Benenson, and hats by Mr. John will be presented at a luncheon show sponsored by Junior League of New York. Publicity for Maximilian: Rosemary Sheehan, CI. 7-8060. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.	FOR BENEFIT OF JUNIOR LEAGUE	HOTEL PIERRE COTILLION ROOM
Beginning Monday Nov. 8- Nov. 12 2:30 P.M. And 4:30 P.M.	ORIGINALS DESIGNED BY PIERRE BALMAIN Premiere of originals designed by Pierre Balmain of Paris. Also, presentation of "Headlines In The Neckline" new fashions for Resort, Spring and Summer by Sam Friedlander. Showings daily from Monday, Nov. 8, through Friday Nov. 12 at 2:30 P.M. and 4:30 P.M. For reservations, contact: Agatha Phillips, PE. 6-2663. Publicity: Mildred Kaldor, MU. 9-5420.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM
Monday Nov. 8 4:00 P.M.	SHOWING OF MIDWINTER AND SPRING MILLINERY First fashion show by the House of Arden with a presentation of Spring hats. By invitation only. Publicity: Muriel Francis, PL. 9-5600.	HOUSE OF ARDEN	225 EAST 51ST STREET SALON
Beginning Monday Nov. 8	OPENING OF SPRING COLLECTION Joseph Halpert will present his Spring Collection to the trade at 10:30 A.M. and 2:30 P.M. daily. For trade appointments, contact: WI. 7-7400. Publicity: Viola Shefer, PL. 3-3173.	JOSEPH HALPERT	530 SEVENTH AVENUE SHOWROOM
Beginning Monday Nov. 8	OPENING OF SPRING COLLECTION Renel will present their Spring collection to the trade. By appointment. Contact: RH. 4-5656.	RENEL, LTD.	751 MADISON AVENUE SHOWROOM
Monday Nov. 8- Nov. 12	SPRING CORSET AND BRASSIERE MARKET WEEK Collective showing by approximately 80 exhibitors of the Corset and Brassiere Exhibitors Guild during the Spring Market Week. Contact: Jed Sylbert, chairman, 220 Fifth Ave., MU. 3-1593.	CORSET AND BRASSIERE EXHIBITORS GUILD	HOTEL McALPIN 5TH AND 6TH FLOORS
Beginning Monday Nov. 8	OPENING OF SPRING COLLECTION Presentation of Spring Coat and Suit Collection by Deitsch, Wersba & Coppola. Contact: PE. 6-6872.	DEITSCH, WERSBA & COPPOLA	512 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Nov. 9 10:30 A.M.; 2:30 P.M.	OPENING OF SPRING COLLECTION Spring Collection designed by Beni Claire will be presented at 10:30 A.M. and 2:30 P.M. daily. For press appointment contact: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	PAUL FARNES	498 SEVENTH AVENUE SHOWROOM (10TH FL.)
Tuesday Nov. 9 11:00 A.M. and 8:30 P.M.	ANNUAL FASHION SHOWING OF FOUNDATION GARMENTS "Looking Forward" -- trade and press showing of fashion foundations for 1949 by the Warner Bros. Co. Attendance by invitation only. Publicity: Anne M. Ketcham, MU. 3-1194.	WARNER BROS. CO.	HOTEL ASTOR GRAND BALLROOM
Beginning Tuesday Nov. 9 12:00 Noon	SHOWING OF SPRING COLLECTION First collection by Daiseric, Inc. showing afternoon and cocktail dresses and dressmaker suits. Contact: PL. 9-2997.	DAISERIC, INC.	715 FIFTH AVENUE SIXTH FLOOR
Tuesday Nov. 9 1:00 P.M. Luncheon	LUNCHEON SHOWING OF CUSTOM-MADE FASHIONS Lilly Dache will present the first public showing of her custom-made fashions at a luncheon show. Press by invitation. Public by reservation: contact PL. 3-4600, Ext. 20. Publicity for Lilly Dache: Eleanor Lambert, PL. 5-8580. Ritz Carlton Fashion Publicity: Marion Morrison, PL. 3-4600.	LILLY DACHE	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 9 3:30 P.M.	ADVANCE SPRING OPENING OF BLOUSE COLLECTION Yolande will introduce their collection of handmade blouses for Spring to the press. The collection will include Yolande interpretations of Parisian blouse fashions, as well as American inspired designs. Attendance by invitation only. Publicity: Forth Miller Associates, MU. 3-6526.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM
Cancelled Nov. 10	HELEN LIEBERT'S MILLINERY SHOW FOR THE PRESS, ORIGINALLY SCHEDULED FOR WEDNESDAY, NOV. 10 AT 11:00 A.M. HAS BEEN CANCELLED.		
Wednesday Nov. 10 1:00 P.M. Luncheon	CASUAL FASHIONS AT LUNCHEON SHOW Presentation of casual fashions at a luncheon show. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	CASUAL CLOTHES INC. (744 MADISON AVENUE)	WALDORF-ASTORIA SERT ROOM
Postponed Nov. 10	THE WILLIAM WINKLER PRESS SHOWING OF NYLON FABRICS ORIGINALLY SCHEDULED FOR WEDNESDAY, NOV. 10, HAS BEEN POSTPONED TO THURSDAY, DEC. 2, AT 4:00 P.M.		
Wednesday Nov. 10 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF JEAN PATOU FILM Jean Patou will present a preview of the World Video film taken during Gala Night at Deauville. A reception for M. Raymond Barbas, Directeur of the House of Jean Patou in Paris, will follow the filming. Attendance by invitation only. Publicity: Ann R. Silver, MU. 7-8654.	JEAN PATOU	JOHNNY VICTOR THEATRE 40 WEST 49TH STREET
Beginning Thursday Nov. 11 Nov. 11	OPENING OF SPRING COLLECTION Carmel Brothers will present their Spring Collection of coats and suits on Thursday, Nov. 11, at 10:30 A.M.; and daily thereafter at 10:30 A.M. and 2:30 P.M. Press invited. Contact: Laurence Carmel, LA. 4-3310. ARMISTICE DAY (Thursday).	CARMEL BROTHERS	530 SEVENTH AVENUE SHOWROOM

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Thursday Nov. 11 12:30 P.M. Luncheon	"SPRING MAGIC"-- MILLINERY FASHIONS The Millinery Designers League will present their semi-annual luncheon showing of Advance Spring hats. Press by invitation. Luncheon tickets available to the trade. Contact: Anne Hoerer, PE. 6-8444. Price: \$12.50. For reservations, contact: Irene Haber, 1775 Broadway, Room 840, CO.5-2128.	MILLINERY DESIGNERS LEAGUE	WALDORF-ASTORIA WEDGWOOD ROOM
Thursday Nov. 11 4:00 P.M. Cocktails	OPENING OF SPRING COLLECTION Andre d'Aulan will present his Spring Collection of afternoon and evening dresses to the press and trade on Thursday, Nov. 11 at 4:00 P.M.; by appointment thereafter. Attendance by invitation. Contact: PL. 9-2320.	ANDRE d'AULAN, INC.	19 EAST 53RD STREET SHOWROOM
Nov. 15- Nov. 20	AMERICAN KNIT GLOVE WEEK Publicity: Claire A. Wolff, LO. 4-7230.		
Tuesday Nov. 16 12:30 P.M. Luncheon	BENEFIT LUNCHEON FASHION PRESENTATION Luncheon showing for benefit of the Judson Health Center, showing furs by Maximilian with hats by Walter Florell and fashions by Fira Benenson. Publicity for Maximilian: Rosemary Sheehan, CI. 7-8060. Price of tickets: \$6.00. Checks payable to: Elizabeth C. Kenyon, benefit treasurer, Judson Health Center, 237 Thompson Street, SP. 7-0683.	FOR BENEFIT OF JUDSON HEALTH CENTER	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Nov. 16 1:00 P.M. Luncheon	LUNCHEON SHOWING OF HOLIDAY FASHIONS Jay Thorpe will present "Glamorous Holiday Fashions" during luncheon. Press by invitation. Public by reservation. Contact PL. 3-4600, Ext. 20. Publicity for Jay Thorpe: Viola Shefer, PL. 3-3173. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	JAY THORPE	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 16 2:30 P.M.	"CANYON COLORS" BY HENRY ROSENFELD Holiday and Resort fashions by Henry Rosenfeld showing a panorama of "Canyon Colors" at Russeks. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	YOUNG 7TH FLOOR
Tuesday Nov. 16 4:00 P.M.	FASHION SHOWING OF INDIAN HEAD COTTONS Textron will present their Indian Head cotton fabrics in a fashion showing of daytime, evening and sports clothes, and bathing suits. Attendance by invitation only. Publicity: Julie Cowles, MU. 9-2200.	TEXTRON, INC.	401 FIFTH AVENUE SHOWROOM
Tuesday Nov. 16 4:00 P.M.- 6:00 P.M. Tea	SHOWING OF SPRING MILLINERY FASHIONS Hats by the following milliners: Bernice Charles; Harryson Hats; G. Howard Hodge; Jeanne Tete; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Vogue Hats-Garfunkel Makers. By invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF
Wednesday Nov. 17 1:00 P.M. Luncheon	PALM BEACH FURS AT LUNCHEON SHOW Dein-Bacher will present fur fashions for resort wear. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 17 1:00 P.M. Luncheon	ORIGINAL HAND-KNITTED DRESSES AND ENSEMBLES Mimi Pearce will present her original hand-knitted dresses and ensembles during luncheon. Press by invitation. Public by reservation; contact "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	MIMI PEARCE	HOTEL PIERRE COTILLION ROOM
Thursday Nov. 18 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOW Presentation of custom-made fashions by Kreinick Gowns. Press by invitation. Public by reservation. Contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Nov. and Dec. Fashion Shows at The Plaza are being handled by Mary Alice Rice, CI. 6-1790.	KREINICK GOWNS (62 EAST 55TH ST.)	PLAZA HOTEL TERRACE ROOM
Thursday Nov. 18 9:00 P.M.	BENEFIT PARTY FOR COSTUME INSTITUTE A gala party, ball and entertainment under the sponsorship of 25 different branches of the fashion industry will be given for the benefit of The Costume Institute of the Metropolitan Museum of Art. Dorothy Shaver, president of Lord & Taylor is chairman of the advisory committee of The Costume Institute. Chairman of Arrangements Committee: Eleanor Lambert. Chairman of Ticket Committee: William Fox of Fox-Brownie, Inc. Chairman of Entertainment Committee: Lester Gaba, Display Columnist of Women's Wear Daily, and Display Consultant. Chairman of Prize Committee: Leona Bowman. Tickets: \$50.00 each. Contact: Julia Raymond, Costume Institute of the Metropolitan Museum, 5th Ave. and 82nd St., RH. 4-7690.	SPONSORED BY FASHION INDUSTRIES	RAINBOW ROOM ROCKEFELLER CENTER
Monday Nov. 22 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Russeks will present a fashion show during luncheon. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Russeks Publicity: Helen Moran, WI. 7-1900. Nov. and Dec. Fashion Shows at The Plaza are being handled by Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Tuesday Nov. 23 4:00 P.M. Cocktails	PRESS SHOWING OF SPRING COLLECTION Bellciano will present a press preview of new coats and suits for Spring. One of these suits (the winner's choice) will be awarded as door prize to the holder of a lucky number. Attendance by invitation only. Publicity: Harvey Stein, LO. 3-6569.	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM
Nov. 25	THANKSGIVING DAY (Thursday)		
Monday Nov. 29 2:00 P.M.	POPULAR PRICE SHOE FASHION SHOW Fashion Clinic and Style Show of the Popular Price Shoe Show of America, the official volume show sponsored by the Nat'l. Ass'n. of Shoe Chain Stores and the New England Shoe and Leather Ass'n. during Market Week, Nov. 29 - Dec. 2. Fashion director: Ann R. Silver, MU. 7-8654. Co-managers: Edward Atkins and Maxwell Field, MU. 2-8705.	SHOE CHAIN STORES; SHOE & LEATHER ASS'N.	HOTEL COMMODORE GRAND BALLROOM
Monday Nov. 29 8:30 P.M.	OPENING: METROPOLITAN OPERA SEASON Grand opening of the 1948-49 Metropolitan Opera, the 64th Season. Opening opera is Verdi's "Otello". Publicity: Margaret Carson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY AT 39TH ST.

MUSIC...MOVIES...THEATRES...TELEVISION

- Tuesday
Nov. 2 PREMIERE: "UNFAITHFULLY YOURS" (Movie) ROXY THEATRE, 50TH & 7TH AVE.
Twentieth-Century Fox presents an original screen play, written, directed and produced by Preston Sturges, about a famed symphony conductor and his beautiful wife. Cast features Rex Harrison, Linda Darnell, Barbara Lawrence, Rudy Vallee. Costumes: Bonnie Cashin. Publicity: Jeannette Sawyer, CO. 5-3320.
- Wednesday
Nov. 3 PREMIERE: "SEALED VERDICT" (Movie) PARAMOUNT THEATRE, 43RD & B'WAY
Paramount's production taken from the best-selling novel of the same name by Lionel Shapiro. Starring Ray Milland and European actress, Florence Marly, it is the story of an American lawyer prosecuting six Nazi war criminals at the war crimes trials. Producers: Robert Fellows. Director: Lewis Allan. Costumes: Mary Kay Dodson. Publ.: Rex Taylor, BR. 9-8700.
- Wednesday
Nov. 3 OPENING: "SET MY PEOPLE FREE" HUDSON THEATRE, 44TH E. OF B'WAY
The Theatre Guild presents the Dorothy Heyward play starring Canada Lee and Juano Hernandez. Based on a slave uprising, it portrays the wish of the American Negro to set up his own culture and society. Director: Martin Ritt. Sets: Ralph Alswang. Produced under supervision of Lawrence Langner and Theresa Helburn. Associate producer: Allyn Rice. Musical arrangement and choral direction by Joshua Lee. Costumes: Ernest Schraps. Publicity: Joe Heidt, CO. 5-6180.
- Thursday
Nov. 4 TELEVISION: "THE GLORIA SWANSON HOUR" STATION WPIX, CHANNEL II
Program includes: "Glamour On A Budget" with shoes and accessories from the sponsor, A. S. Beck; "Chef's Holiday"; "Design For Living", a group of functional designs from the Modern Museum of Art; "High Fashion Trends" featuring hats from the collection of John Frederics. Director: Dick Rose. Fashion Coordinator: Kay Bardsley. Publ.: Clint Bolton, MU. 2-1234.
- Thursday
Nov. 4 PREMIERE: "YOU GOTTA STAY HAPPY" (Movie) RADIO CITY MUSIC HALL, 50TH & 6TH
Universal-International presents the Rampart Production of a romantic comedy about a wealthy heiress who leaves her husband for an adventurous pilot. Starring Joan Fontaine and James Stewart. Producer: Karl Tunberg. Director: H. C. Potter. Gowns: Jean Louis. Publicity: Al Horwits, PL. 9-8000.
- Thursday
Nov. 4 PREMIERE: "THE SNAKE PIT" (Movie) RIVOLI THEATRE, 1620 BROADWAY
Darryl F. Zanuck presents the movie version of the novel by Mary Jane Ward depicting the life in a mental institution of an unbalanced girl. Starring Olivia de Havilland with Mark Stevens. Producer: Anatole Litvak. Directors: Anatole Litvak and Robert Bassler. Costumes: Bonnie Cashin. Publicity: Jeannette Sawyer, CO. 5-3320.
- Thursday
Nov. 11 WORLD PREMIERE: "JOAN OF ARC" (Movie) NEW VICTORIA THEATRE, B'WAY & 46TH
R.K.O.'s release of Sierra Pictures long-awaited "Joan of Arc" starring Ingrid Bergman, with a distinguished cast headed by Jose Ferrer, Francis L. Sullivan, J. Carroll Naish, Ward Bond. Producer: Walter Wanger. Director: Victor Fleming. From the stage play "Joan of Lorraine" by Maxwell Anderson. Costumes: Herschel McCoy and Dorothy Jeakins; sets by Edwin Roberts. Publicity: Rutgers Neilson, CO. 5-6500.
- Saturday
Nov. 13 OPENING: "AS THE GIRLS GO" WINTER GARDEN, 1634 BROADWAY
Michael Todd presents Bobby Clark in a musical about the husband of the first woman president. Settings: Howard Bay. Costumes: Oleg Cassini. Publicity: William Doll, MU. 7-6310.